

NIELSEN PRICING AUDIT
NET PACK PRICES - 5/28/94

	MAR 5 1994	MAR 12 1994	MAR 19 1994	MAR 26 1994	APR 2 1994	APR 9 1994	APR 16 1994	APR 23 1994	APR 30 1994	MAY 7 1994	MAY 14 1994	MAY 21 1994	MAY 28 1994	DIFF VS WAGO
PREMIUM	\$1.91	\$1.90	\$1.90	\$1.91	\$1.91	\$1.91	\$1.90	\$1.91	\$1.90	\$1.93	\$1.92	\$1.92	\$1.93	\$0.01
MARLBORO	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.93	\$1.93	\$1.93	\$1.93	\$0.00
WINSTON	\$1.89	\$1.89	\$1.90	\$1.89	\$1.90	\$1.90	\$1.89	\$1.90	\$1.89	\$1.92	\$1.92	\$1.91	\$1.92	\$0.01
DIFFERENCE	\$0.02	\$0.02	\$0.01	\$0.02	\$0.01	\$0.02	\$0.02	\$0.01	\$0.02	\$0.02	\$0.01	\$0.02	\$0.01	-\$0.01
CAMBRIDGE	\$1.54	\$1.54	\$1.54	\$1.54	\$1.54	\$1.53	\$1.54	\$1.53	\$1.53	\$1.56	\$1.55	\$1.55	\$1.55	\$0.00
DORAL	\$1.47	\$1.47	\$1.48	\$1.47	\$1.46	\$1.46	\$1.47	\$1.48	\$1.47	\$1.50	\$1.49	\$1.49	\$1.49	\$0.00
BASIC	\$1.53	\$1.53	\$1.53	\$1.54	\$1.53	\$1.53	\$1.53	\$1.53	\$1.54	\$1.56	\$1.56	\$1.55	\$1.55	\$0.00
RJR PRIVATE LABEL	\$1.35	\$1.34	\$1.34	\$1.35	\$1.33	\$1.33	\$1.34	\$1.34	\$1.35	\$1.36	\$1.36	\$1.36	\$1.35	-\$0.01
BEST VALUE	\$1.41	\$1.40	\$1.41	\$1.41	\$1.44	\$1.42	\$1.43	\$1.41	\$1.41	\$1.43	\$1.42	\$1.41	\$1.40	-\$0.01
MONARCH	\$1.47	\$1.47	\$1.47	\$1.47	\$1.47	\$1.48	\$1.48	\$1.48	\$1.47	\$1.51	\$1.50	\$1.50	\$1.50	\$0.00
GFC	\$1.41	\$1.40	\$1.40	\$1.41	\$1.40	\$1.42	\$1.41	\$1.41	\$1.41	\$1.41	\$1.41	\$1.41	\$1.41	\$0.00
ALL AMERICAN VALUE	\$1.52	\$1.52	\$1.51	\$1.53	\$1.52	\$1.50	\$1.48	\$1.45	\$1.48	\$1.52	\$1.48	\$1.44	\$1.39	-\$0.05
LOWEST PRIVATE LABEL	\$1.36	\$1.36	\$1.35	\$1.35	\$1.35	\$1.34	\$1.35	\$1.35	\$1.36	\$1.36	\$1.36	\$1.36	\$1.36	\$0.00
LOWEST BRAND DISC	\$1.40	\$1.39	\$1.38	\$1.38	\$1.37	\$1.38	\$1.38	\$1.39	\$1.39	\$1.41	\$1.40	\$1.40	\$1.40	\$0.00
LOWEST DISCOUNT	\$1.34	\$1.33	\$1.33	\$1.32	\$1.33	\$1.33	\$1.33	\$1.34	\$1.33	\$1.35	\$1.35	\$1.34	\$1.34	\$0.00
MARLBORO														
% GAP	42.4%	43.3%	43.6%	44.3%	44.0%	44.2%	43.9%	43.2%	43.5%	43.3%	43.1%	44.0%	44.0%	0.0%
\$ GAP	\$0.57	\$0.58	\$0.58	\$0.59	\$0.58	\$0.59	\$0.58	\$0.58	\$0.58	\$0.58	\$0.58	\$0.59	\$0.59	\$0.00

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CS Pricing

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NET CARTON PRICES - 5/28/94

	MAR 5 1994	MAR 12 1994	MAR 19 1994	MAR 26 1994	APR 2 1994	APR 9 1994	APR 16 1994	APR 23 1994	APR 30 1994	MAY 7 1994	MAY 14 1994	MAY 21 1994	MAY 28 1994	DIFF VS WAGO
PREMIUM	\$16.30	\$16.28	\$16.35	\$16.31	\$16.27	\$16.27	\$16.31	\$16.26	\$16.27	\$16.37	\$16.39	\$16.41	\$16.35	-\$0.06
MARLBORO	\$16.38	\$16.32	\$16.43	\$16.40	\$16.35	\$16.33	\$16.33	\$16.29	\$16.31	\$16.42	\$16.44	\$16.47	\$16.40	-\$0.07
WINSTON	\$16.33	\$16.33	\$16.35	\$16.32	\$16.28	\$16.25	\$16.28	\$16.24	\$16.25	\$16.36	\$16.34	\$16.38	\$16.33	-\$0.05
DIFFERENCE	\$0.05	-\$0.01	\$0.08	\$0.07	\$0.08	\$0.08	\$0.06	\$0.05	\$0.06	\$0.06	\$0.09	\$0.09	\$0.07	-\$0.02
CAMBRIDGE	\$13.66	\$13.64	\$13.76	\$13.73	\$13.65	\$13.66	\$13.69	\$13.71	\$13.70	\$13.82	\$13.83	\$13.93	\$13.79	-\$0.14
DORAL	\$12.86	\$12.81	\$12.91	\$12.89	\$12.87	\$12.87	\$12.88	\$12.83	\$12.83	\$12.96	\$13.01	\$13.04	\$12.92	-\$0.12
BASIC	\$13.30	\$13.23	\$13.29	\$13.39	\$13.32	\$13.32	\$13.34	\$13.29	\$13.33	\$13.51	\$13.51	\$13.48	\$13.50	\$0.02
RJR PRIVATE LABEL	\$12.02	\$12.10	\$12.00	\$12.08	\$12.14	\$12.10	\$12.13	\$12.17	\$12.22	\$12.13	\$12.24	\$12.26	\$12.14	-\$0.12
BEST VALUE	\$12.80	\$12.84	\$12.81	\$12.70	\$12.84	\$12.65	\$12.86	\$12.65	\$12.83	\$12.65	\$12.73	\$12.62	\$12.65	\$0.03
MONARCH	\$12.93	\$12.95	\$13.05	\$13.16	\$12.94	\$12.89	\$12.91	\$12.84	\$12.95	\$12.99	\$13.22	\$13.13	\$13.01	-\$0.12
GFC	\$12.13	\$12.08	\$12.07	\$12.16	\$12.11	\$12.14	\$12.17	\$12.03	\$12.02	\$12.11	\$12.24	\$12.20	\$12.20	\$0.00
ALL AMERICAN VALUE	\$13.31	\$13.44	\$13.62	\$13.86	\$13.37	\$13.64	\$13.44	\$13.76	\$13.44	\$13.37	\$13.24	\$13.26	\$13.44	\$0.18
LOWEST PRIVATE LABEL	\$11.58	\$11.67	\$11.68	\$11.67	\$11.62	\$11.65	\$11.64	\$11.69	\$11.63	\$11.57	\$11.77	\$11.80	\$11.67	-\$0.13
LOWEST BRAND DISC	\$12.28	\$12.14	\$12.14	\$12.18	\$12.15	\$12.08	\$12.09	\$12.02	\$12.04	\$12.17	\$12.22	\$12.19	\$12.07	-\$0.12
LOWEST DISCOUNT	\$11.73	\$11.64	\$11.63	\$11.70	\$11.66	\$11.59	\$11.66	\$11.55	\$11.58	\$11.70	\$11.75	\$11.76	\$11.63	-\$0.13
MARLBORO														
% GAP	39.6%	40.2%	41.3%	40.2%	40.2%	40.9%	40.1%	41.1%	40.9%	40.4%	39.9%	40.1%	41.0%	1.0%
\$ GAP	\$4.64	\$4.68	\$4.80	\$4.70	\$4.69	\$4.74	\$4.67	\$4.74	\$4.73	\$4.72	\$4.69	\$4.71	\$4.77	\$0.06

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Supr pricing